

-WHAT WE CLAIM IS

- 1. A method of displaying a web page on a fixed pixel resolution screen, comprising:
 - providing a user interface that allows a user to select to generate a first set of one or more inputs and to select to generate a second set or one or more inputs;
 - responding to whether the user has generated the first set of inputs or the second set of inputs, respectively, by displaying a given web page on said screen with a first scale view or with a second scale view;
 - wherein:
 - in the first scale view:
 - a column containing text has a first width; and
 - a text string has a first font size relative said first column width; and
 - in the second scale view:
 - said column has a second, smaller width; and
 - said text string has a second font size that is larger relative to said second column width than the first font size is relative to the first column width; and
 - each character of said text string is displayed each scale views with a font bitmap in which the shape and pixel alignment of the character has been selected to improve readability at the pixel resolution at which the font bitmap is displayed on said screen in said view.
- 2. A method as in Claim 1 wherein the generation of the first and second inputs allows a user to change the display parameters of column width and relative font size as a group, without the need to separately select to changes each such display parameter separately.
- 3. A method as in Claim 1 wherein:
 - in the first scale view the column has a first horizontal displacement; and
 - in the second scale view:
 - the column has a second, smaller horizontal displacement; and

--the second font size is larger relative to said second horizontal displacement than the first font size is relative to the first horizontal displacement.

-4. A method as in Claim 3 wherein:

- said web page is displayed with a multi-column layout in which one or more columns are horizontally displaced to the right of another column; and
- said horizontal displacement determines the horizontal location of such a horizontally displaced column.

-5. A method as in Claim 1 wherein:

- in the first scale view an image has a first size; and
- in the second scale view:
 - said image has a second, smaller size; and
 - the second font size is larger relative to the second image size than the first font size is relative to the first image size.

-6. A method of displaying a web page on a screen, comprising:

- providing a user interface that allows a user to select to generate a first set of one or more inputs and to select to generate a second set of one or more inputs;
- responding to whether the user has generated the first set of inputs or the second set of inputs, respectively, by displaying a given web page on said screen with a first scale view or with a second scale view;
- wherein:
 - in the first scale view:
 - an image has a first size;
 - a column, containing text, has a first width; and
 - a text string has a first font size relative said first image size and column width; and
 - in the second scale view:
 - said image has a second, smaller size;
 - said column has a second, smaller width; and

- said text string has a second font size that is larger relative to said second image size and column width than the first font size is relative to the first image size and column width;
- the generation of the first and second inputs allows a user to change the display parameters of image size, column width, and relative font size as a group, without the need to separately select to changes two or more of such display parameters.

-7. A method as in Claim 6 wherein:

- in the first scale view the column has a first horizontal displacement; and
- in the second scale view:
 - the column has a second, smaller horizontal displacement; and
 - the second font size is larger relative to said second horizontal displacement than the first font size is relative to the first horizontal displacement; and
- the generation of the first and second inputs allows a user to change the display parameters of image size, column width, column horizontal displacement, and relative font size as a group, without the need to separately select to changes two or more of such display parameters.

-8. A method as in Claim 7 wherein:

- said web page is displayed with a multi-column layout in which one or more columns are horizontally displaced to the right of another column; and
- said horizontal displacement determines the horizontal location of such a horizontally displaced column.

-9. A method as in Claim 7 wherein:

- in the first scale view the image has a first horizontal displacement; and
- in the second scale view:
 - the image has a second, smaller horizontal displacement; and
 - the second font size is larger relative to said second image horizontal displacement than the first font size is relative to the first image horizontal displacement; and

- the generation of the first and second inputs allows a user to change the display parameters of image size, column width, column horizontal displacement, image horizontal displacement, and relative font size as a group, without the need to separately select to changes two or more of such display parameters.
- 10. A method as in Claim 6 wherein:
 - said web page includes a specified pixel size for said image and specified pixel width for said column;
 - said second image size is a pixel size smaller than said specified pixel size; and
 - said second column width is a pixel width smaller than said specified column width.
- 11. A method as in claim 10 wherein both the specified pixel size of the image and the specified pixel width of the column are scaled down by the same scale factor in the second view.
- 12. A method as in Claim 10 wherein:
 - said first image size is a pixel size that is smaller than said specified pixel size and larger than said second image size; and
 - said first column width is a pixel width that is smaller than said specified column width and larger than said second column width.
- 13. A method as in claim 12 wherein both the specified pixel size of the image and the specified pixel width of the column are scaled down by the same first amount in the first view and by the same second, larger amount in the second view.
- 14. A method as in Claim 6 wherein the same font size is used for the display of said string in the both the first and second views.
- 15. A method of displaying a multi-column web page on a fixed pixel resolution screen, comprising:
 - providing a user interface that allows a user to select to generate a first set of one or more inputs and to select to generate a second set of one or more inputs;

-responding to whether the user has generated the first set of inputs or the second set of inputs, respectively, by displaying a given web page on said screen with a first scale view or with a second scale view;

-wherein:

--in the first scale view:

---an image has a first size and a first horizontal displacement;

---a column, containing text, has a first width and first horizontal displacement; and

---a text string has a first font size relative said first image size, column width, and horizontal displacements; and

--in the second scale view:

---said image has a second, smaller size and a second, smaller horizontal displacement;

---said column has a second, smaller width and a second, smaller horizontal displacement; and

---said text string has a second font size that is larger relative to said second image size, column width, and horizontal displacements than the first font size is relative to the first image size, column width, and horizontal displacements;

--each character of said text string is displayed in each scale view with a font bitmap in which the shape and pixel alignment of the character has been selected to improve readability at the pixel resolution at which the font bitmap is displayed on said screen in said view;

--the generation of the first and second inputs allows a user to change the display parameters of image size, column width, horizontal displacements and relative font size as a group, without the need to separately select to changes two or more of such display parameters;

--said web page is displayed each scale view with a multi-column layout in which one or more columns is horizontally displaced to the right of another column; and

--said first and second horizontal column displacements, respectively, determine the horizontal location of such a horizontally displaced column in said first and second scaled views.

-16. A method as in Claim 15 wherein:

- said web page includes specified pixel sizes for said image, column width, and horizontal displacements; and
- said second image size, column width, and horizontal displacements have pixel sizes, respectively, that are smaller than the specified pixel size of said image, column width, and horizontal displacements.

-17. A method as in claim 16 wherein both the specified pixel size of the image, column width, and horizontal displacements are scaled down by the same scale factor in the second view.

-18. A method as in Claim 16 wherein said first image size, column width, and horizontal displacements have pixel sizes, respectively, that are smaller than the specified pixel size of said image, column width, and horizontal displacements, but which are larger than the pixel sizes, respectively of said second image size, column width, and horizontal displacements.

-19. A method as in claim 18 wherein both the specified pixel size of the image, the column width, and the horizontal displacements are scaled down by the same first amount in the first view and by the same second, larger amount in the second view.

-20. A method as in Claim 15 wherein the same font size is used for the display of said string in the both the first and second views.

-21. A method of displaying a web page on a fixed pixel resolution screen, comprising:

- accessing a web page's contents, including a text string and specified pixel width and horizontal pixel displacement relative to said web page for a column into which said string is to be laid out;
- laying out and displaying said web page on said screen so that:

--the column is displayed on the screen with a pixel width proportionally scaled down relative to said specified pixel width and with a horizontal pixel displacement proportionally scaled down relative to said specified horizontal pixel displacement;
--each character of said text string is displayed in said column with a font bitmap in which the shape and pixel alignment of the character has been selected to improve readability at the pixel resolution at which the bitmap is displayed on said screen; and
--the font used to display the characters of said string represent each character whose shape has two horizontally separated vertical strokes by, in at least in one pixel row, having at least one relatively uncovered pixel horizontally placed between one or more relatively covered pixels on each side representing said two horizontally separated strokes.

-22. A method as in Claim 21 wherein the scaling down of said displayed column width and displayed horizontal displacement decreases the pixel size of said column width and horizontal displacement by over two times.

-23. A method as in claim 22 wherein said font used to display the characters of said string has a majority of lower case characters that have two horizontally separated vertical strokes represented by an advance width of 4 pixel columns.

-24. A method as in Claim 22 wherein the scaling down of said displayed column width and displayed horizontal displacement decreases the pixel size of said column width and horizontal displacement by at least two and one half times.

-25. A method as in claim 24 wherein said font used to display the characters of said string has a majority of lower case characters that have two horizontally separated vertical strokes represented by an advance width of 4 pixel columns.

-26. A method as in Claim 21 wherein:

- the web page's contents includes an image having a specified pixel size and a specified horizontal pixel displacement; and

- said laying out and displaying of the web page on said screen causes the image to be displayed on the screen with a pixel size proportionally scaled down relative to said specified pixel size and with a horizontal pixel displacement proportionally scaled down relative to said image's specified horizontal pixel displacement.

-27. A method as in Claim 21 wherein:

- said web page is displayed with a multi-column layout in which one or more columns is horizontally displaced to the right of another column; and

- said horizontal displacement determines the horizontal location of such a horizontally displaced column.